

## FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 23-29, 1985 2

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.		Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	
	Duration	Day			Households (000)	%	Share %					Duration	Day			Households (000)	%	Share %			
EVENING																					
A TEAM	8:00	60	TUE.	N	9,790	11.4	25	206	98		HELL TOWN	9:00	60	WED.	N	9,880	11.5	20	196	99	
ABC BUSINESS BRIEF-MON	10:35	01	MON.	A	14,350	16.7	26	199	91		HIGHWAY TO HEAVEN	8:00	60	WED.	N	13,570	15.8	30	210	99	
ABC BUSINESS BRIEF-WED	8:58	01	WED.	A	10,220	11.9	22	194	91		HILL STREET BLUES	10:00	60	THU.	N	11,340	13.2	23	204	99	
ABC BUSINESS BRIEF-FRI	8:40	01	FRI.	A	10,390	12.1	21	140	80		HOTEL	10:00	60	WED.	A	14,690	17.1	33	210	99	
ABC NEWS CLOSEUP(S)	8:00	180	SAT.	A	8,250	9.6	17	188	93		HUNTER	10:00	60	SAT.	N	12,970	15.1	27	182	94	
ABC NEWSBRIEF-MON	8:58	01	MON.	A	10,480	12.2	20	161	84		INSIDERS	8:00	60	WED.	A	8,500	9.9	19	207	99	
ABC NEWSBRIEF-TUE	9:58	01	TUE.	A	7,560	8.8	19	188	91		KATE & ALLIE	9:00	30	MON.	C	16,150	18.8	29	202	98	
ABC NEWSBRIEF-WED	9:58	01	WED.	A	12,970	15.1	27	188	91		KENNEDY CENTER HONORS(S)	9:00	120	FRI.	C	9,710	11.3	20	194	98	
ABC NEWSBRIEF-THU	9:58	01	THU.	A	12,280	14.3	23	187	90		KNOTS LANDING	10:00	60	THU.	C	16,920	19.7	34	207	99	
ABC NEWSBRIEF-FRI	9:58	01	FRI.	A	7,650	8.9	15	141	84		MAGNUM, P.I.	8:00	60	THU.	C	12,110	14.1	22	207	99	
ABC NEWSBRIEF-SAT.	9:54	01	SAT.	A	6,440	7.5	13	181	90		MAKING OF SUPERGIRL(S)	7:00	60	SUN.	A	5,240	6.1	10	175	90	
ABC NEWSBRIEF-SUN.	9:47	01	SUN.	A	11,770	13.7	21	192	92		MARY	8:00	30	WED.	C	10,220	11.9	23	204	99	
ABC SPORTS UPDATE-SAT	8:47	01	SAT.	A	8,250	9.6	16	185	90		MIAMI VICE	9:00	60	FRI.	N	16,660	19.4	33	188	97	
ABC SPORTS UPDATE-SUN	8:53	01	SUN.	A	10,140	11.8	18	190	91		MISFITS OF SCIENCE	8:00	60	FRI.	N	10,740	12.5	21	145	89	
ABC SUNDAY NIGHT MOVIE	8:00	180	SUN.	A	12,970	15.1	24	207	99		MR. BELVEDERE	8:30	30	FRI.	A	11,420	13.3	23	149	89	
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	9,280	10.8	22	206	99		MOONLIGHTING	9:00	60	TUE.	A	10,050	11.7	25	208	99	
ABC WRD NEWS TONIGHT-SAT	6:30	30	SAT.	A	7,820	9.1	17	183	94		MURDER, SHE WROTE	8:00	60	SUN.	C	20,620	24.0	37	206	99	
ABC WRD NEWS TONIGHT-SUN	6:30	30	SUN.	A	7,820	9.1	17	162	83		NBC MONDAY NIGHT MOVIES	9:00	120	MON.	N	15,200	17.7	28	197	99	
ALFRED HITCHCOCK PRESENTS	8:30	30	SUN.	N	9,960	11.6	17	199	99		NBC NEWS DIGEST-M-F	8:58	01	M-F	N	9,620	11.2	19	143	76	
AMAZING STORIES	8:00	30	SUN.	N	11,080	12.9	20	201	99		NBC NEWS DIGEST-2-M-F	9:58	01	TU&TH	N	8,420	9.8	18	162	84	
AMERICAN PORTRAIT	8:58	01	TU&TH	C	9,020	10.5	19	194	96		NBC NEWS DIGEST-SAT	8:58	01	SAT.	N	12,030	14.0	24	142	74	
BENSON	9:30	30	FRI.	A	9,710	11.3	19	159	91		NBC NEWS DIGEST-2-SAT.	9:58	01	SAT.	N	10,310	12.0	21	161	78	
BILL COSBY SHOW	8:00	30	THU.	N	27,320	31.8	50	215	99		NBC NEWS DIGEST-SUN	8:58	01	SUN.	N	7,820	9.1	14	151	79	
CAGNEY & LACEY	10:00	60	MON.	C	13,490	15.7	25	206	99		NBC NIGHTLY NEWS-SUN	6:30	30	SUN.	N	7,220	8.4	15	168	90	
CBS EVENING NEWS-RATHER	6:30	30	M-F	C	10,220	11.9	24	207	99		NBC NIGHTLY NEWS	6:30	30	M-F	N	8,680	10.1	20	201	99	
CBS EVENING NEWS-SUNDAY	6:00	30	SUN.	C	9,020	10.5	20	185	91		NBC SUNDAY NIGHT MOVIE	9:00	120	SUN.	N	12,460	14.5	23	193	95	
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	8,070	9.4	17	171	92		NEW HART	9:30	30	MON.	C	15,550	18.1	28	205	99	
CBS TUESDAY NIGHT MOVIES	9:00	120	TUE.	C	8,160	9.5	21	204	99		NEWSBREAK-M-F	VAR	01	M-F	C	8,850	10.3	18	172	81	
CHARLIE & COMPANY	9:00	30	WED.	C	9,530	11.1	20	205	98		NEWSBREAK-SAT.	10:01	01	SAT.	C	12,460	14.5	26	195	93	
CHEERS	9:00	30	THU.	N	18,120	21.1	32	208	99		NEWSBREAK-SUN.	9:58	01	SUN.	C	13,310	15.5	24	179	84	
CRAZY LIKE A FOX	9:00	60	SUN.	C	17,090	19.9	30	204	98		NFL MONDAY NIGHT FOOTBALL	9:00	169	MON.	A	17,010	19.8	32	210	99	
DIFF'RENT STROKES	9:00	30	FRI.	A	10,570	12.3	21	161	91		NIGHT COURT	9:30	30	THU.	N	14,690	17.1	27	201	94	
DYNASTY	9:00	60	WED.	A	15,200	17.7	31	210	99		OUR FAMILY HONOR	10:00	60	FRI.	A	8,420	9.8	18	160	90	
DYNASTY II: COLBYS	9:00	60	THU.	A	13,660	15.9	25	209	99		PUNKY BREWSTER	7:00	60	SUN.	N	9,360	10.9	18	178	93	
EQUALIZER	10:00	60	WED.	C	10,390	12.1	23	208	99		REMINGTON STEELE	10:00	60	TUE.	N	9,280	10.8	24	204	99	
FACTS OF LIFE	8:30	30	SAT.	N	15,550	18.1	31	185	93		RIPTIDE	9:00	60	TUE.	N	9,620	11.2	24	200	97	
FAMILY TIES	8:30	30	THU.	N	24,570	28.6	44	212	99		ST. ELSEWHERE	10:00	60	WED.	N	9,280	10.8	21	203	99	
FAST COPY(S)	10:00	60	FRI.	N	13,230	15.4	28	180	97		SCARECROW & MRS. KING	8:00	60	MON.	C	12,710	14.8	24	203	98	
FOLEY SQUARE	8:30	30	WED.	C	9,790	11.4	21	204	99		SHADOW CHASERS	8:00	60	THU.	A	5,760	6.7	10	200	97	
GARFIELD ON THE TOWN(S)	8:00	30	SAT.	C	11,510	13.4	23	187	94		SIMON & SIMON	9:00	60	THU.	C	15,290	17.8	28	207	99	
GEORGE BURNS COMEDY	9:30	30	WED.	C	8,420	9.8	17	205	99		60 MINUTES	7:00	60	SUN.	C	21,900	25.5	41	208	99	
GIMME A BREAK	8:00	30	SAT.	N	13,490	15.7	27	183	92		SPECIAL MOVIE PRESENT-CBS(S)	8:30	150	SAT.	C	11,770	13.7	24	186	93	
GOLDEN GIRLS	9:00	30	SAT.	N	17,780	20.7	35	199	97		SPENSER: FOR HIRE	10:00	60	TUE.	A	9,530	11.1	24	208	99	
GROWING PAINS	8:30	30	TUE.	A	10,570	12.3	27	201	98		SPORTSBREAK-SAT	9:05	01	SAT.	C	11,000	12.8	22	206	99	
HARDCASTLE & MCCORMICK	8:00	60	MON.	A	11,340	13.2	22	202	97		SPORTSBREAK-SUN	8:58	01	SUN.	C	18,470	21.5	32	201	94	

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

&lt;&lt; Below Minimum Reporting Standards.

U.S. TV Households: 85,900,000

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DECEMBER 23-29, 1985 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	Share %	Share %		
WEEKEND DAYTIME									
ABC FUN FIT-8:25AM	8:25	04 SAT.	A	1,460	1.7	13	204	98	
ABC FUN FIT-10:55AM	10:55	04 SAT.	A	3,260	3.8	15	199	97	
ABC WEEKEND SPECIALS	12:00	30 SAT.	A	4,380	5.1	15	191	95	
ABC WIDE WORLD-SPORTS SAT	4:30	90 SAT.	A	4,720	5.5	12	199	98	
ALVIN AND THE CHIPMUNKS	11:00	30 SAT.	N	6,180	7.2	25	177	84	
AMERICAN BANDSTAND	12:30	60 SAT.	A	3,870	4.5	13	173	85	
BERENSTAIN BEARS	8:00	30 SAT.	C	1,800	2.1	17	193	96	
BUGS BUNNY/LOONEY TUNES-1	8:30	30 SAT.	A	2,060	2.4	14	207	99	
BUGS BUNNY/LOONEY TUNES-2	9:00	30 SAT.	A	3,090	3.6	16	207	99	
CBS NCAA BASKETBALL-SAT	4:00	120 SAT.	C	3,690	4.3	10	198	99	
* CBS NFL WILD CARD PRE(S)	12:30	30 SUN.	C	8,590	10.0	29	208	99	
* CBS NFL WILD CARD GAME(S)	1:00	196 SUN.	C	20,700	24.1	54	208	99	
* CBS NFL WILD CARD POST(S)	4:16	24 SUN.	C	16,240	18.9	42	208	99	
CBS STORYBREAK	11:00	30 SAT.	C	3,350	3.9	13	180	83	
* CHAMPIONSHIPS OF THE USGA(S)	4:00	30 SAT.	A	2,580	3.0	7	181	93	
DROIDS: ADVENTURES	10:00	30 SAT.	A	3,610	4.2	15	207	99	
DUNGEONS AND DRAGONS	11:30	30 SAT.	C	4,120	4.8	16	188	93	
EWOKS	9:30	30 SAT.	A	3,350	3.9	15	207	99	
FACE THE NATION	10:30	30 SUN.	C	2,410	2.8	9	131	85	
* FLORIDA CITRUS BOWL(S)	12:30	216 SAT.	N	7,730	9.0	25	205	99	
GUMMI BEARS	8:30	30 SAT.	N	3,520	4.1	24	198	98	
IN THE NEWS-11:56AM	11:56	03 SAT.	C	4,300	5.0	16	188	93	
IN THE NEWS-12:26PM	12:26	03 SAT.	C	2,410	2.8	8	153	71	
IT'S PUNKY BREWSTER	10:30	30 SAT.	N	5,150	6.0	24	181	88	
KIDD VIDEO	11:30	30 SAT.	N	4,720	5.5	18	149	76	
LAND OF THE LOST	12:00	30 SAT.	C	2,750	3.2	10	153	71	
LITTLES	11:30	30 SAT.	A	4,210	4.9	16	200	96	
MEET THE PRESS	12:00	30 SUN.	N	2,060	2.4	8	161	90	
MR. T	12:00	30 SAT.	N	4,300	5.0	17	137	73	
MUPPET BABIES & MONSTERS	9:00	60 SAT.	C	4,640	5.4	22	204	98	
* NFL PLAYOFF GAME-SAT(S)	4:06	183 SAT.	N	14,430	16.8	37	211	99	
ONE TO GROW ON-8:28AM	8:28	02 SAT.	N	2,490	2.9	22	193	97	
ONE TO GROW ON-8:58AM	8:58	02 SAT.	N	4,380	5.1	28	198	98	
ONE TO GROW ON-10:28AM	10:28	02 SAT.	N	6,790	7.9	28	200	99	
ONE TO GROW ON-11:28AM	11:28	02 SAT.	N	6,100	7.1	24	176	84	
ONE TO GROW ON-11:58AM	11:58	02 SAT.	N	4,380	5.1	17	147	75	
ROCK N WRESTLING	10:00	60 SAT.	C	4,210	4.9	17	181	84	
SCOOBY'S MYSTERY FUNHOUSE	8:00	30 SAT.	A	1,290	1.5	12	204	98	
SMURFS I	9:00	30 SAT.	N	5,150	6.0	27	201	99	
SMURFS II	9:30	30 SAT.	N	6,100	7.1	28	201	99	
SMURFS III	10:00	30 SAT.	N	6,790	7.9	28	201	99	
SNORKS	8:00	30 SAT.	N	2,060	2.4	20	194	98	
* SUN BOWL(S)	12:30	195 SAT.	C	4,810	5.6	16	205	99	
* SUN BOWL POST(S)	3:45	15 SAT.	C	4,640	5.4	14	205	99	
SUNDAY MORNING	9:00	90 SUN.	C	4,640	5.4	22	171	96	
SUPERPOWERS TEAM									
13 GHOSTS OF SCOOBY-DOO									
THIS WEEK-DAVID BRINKLEY									
WUZZLES									
NUMBER OF PROGRAMS 49									